

# City of Lincoln Appointment Application

The purpose of this form is to obtain general information for use in the nomination and confirmation process for appointments by the Mayor and to assist the Mayor in making inquiries concerning the qualifications of applicants for appointments. If you have recently prepared a biography or resume, PLEASE ATTACH IT TO THIS FORM.

Complete both sides and return to: Mayor's Office, 555 South 10th Street, Lincoln NE 68508. FAX: 441-7120

## PERSONAL INFORMATION

NAME (please type or print last name, first name, and middle initial)

☐ Mr. ☐ Ms. ☐ Miss. ☒ Mrs.

Malone, Marcia L.

17700 Basswood Dr. Martell, NE 68404 Lancaster

Legal Residence Street City State Zip County

Business Address Street City State Zip County

Residence Telephone (402) 794-4275 Business Telephone (402) 475-2770

Applicant Occupation Executive Director Employer CHAD

To assist in the selection, you are asked to voluntarily provide information which is necessary for statistical reporting purposes. Under State and Federal Law, this information may not be used to discriminate against you.

Affirmative Action Information: Sex ☐ Male ☒ Female Racial/Ethnic Background white

## EDUCATION

Schools attended including High School

School Location Dates Major/Degree

See attached Resume

## PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER ACTIVITIES

See attached Resume

RECEIVED

MAY 22 2000

MAYORS OFFICE

## EMPLOYMENT

Employer Location Dates

See attached Resume

**MARCIA L. MALONE**  
17700 Basswood Drive  
Martell, Nebraska 68404  
(402) 794-4275

### **PROFESSIONAL QUALIFICATIONS**

- \* Comprehensive experience in public and private administration.
- \* Skilled in budget development and implementation.
- \* Strong background in Association management.
- \* Extensive experience in public policy development.
- \* Talented in public relations.
- \* Sound abilities in compliance management.
- \* Proven abilities in program development, implementation, and assessment.
- \* Demonstrated training and leadership expertise.
- \* Adept in strategic planning.
- \* Effective in communications with diverse groups and personalities.

### **ACADEMIC PROFILE**

Master of Arts in Speech Pathology; 1977

University of Nebraska; Lincoln, Nebraska

Bachelor of Science in Speech Pathology and Audiology; 1974

University of Nebraska; Lincoln, Nebraska

Additional Education:

28 post-graduate hours accrued in Business Administration; 1980 - 1991

University of Nebraska; Lincoln, Nebraska

### **LICENSURE/CERTIFICATIONS**

- \* Nebraska Nursing Home Administrator
- \* Management Certification, University of Nebraska; Lincoln, Nebraska
- \* Certified Trainer, The Family, Community Leadership Project, in conjunction with University of Nebraska and Nebraska Home Extension Council

### **PROFESSIONAL PROFILE**

**The Legacy Retirement Center;** August, 1999 - Current  
**Executive Director**

- Manage operational functions of a 135 independent and 38-assisted living apartment retirement complex.
- Establish policies and procedures for resident services, patient care, personnel, public relations, marketing, Medicaid Waiver and general operations.
- Prepare budgets and profit & loss variance summaries.
- Conducted management team building activities, weekly.
- Coordinated staff development & orientation; facilitated family education & staff in-services.
- Collaborate and partner with community health care providers and businesses to develop a Marketing Plan & Network.

**Nebraska Legislature - Senator Marian Price;** January, 1999 - August, 1999  
**Legislative Aid**

- Perform and summarize quantitative and qualitative research.
- Draft legislation and amendments with the Revisor of Statutes' Office.
- Write statements of intent, speeches, testimony and other documents for the Senator.
- Prepare and disseminate information materials to the press, lobbyists, other staff, constituents and others; perform other various public relations functions.
- Constituent services including answering questions and complaints.

**Nebraska Rural Health Association:** April, 1997 - January, 1999  
**Executive Director**

- Membership development and finance management.
- Planning and coordination of Board meetings and Annual Nebraska Rural Health Conference in partnership with the Nebraska Office of Rural Health.
- Marketing and strategic planning focusing on educational needs of the membership and advocacy for medically underserved Nebraskans.

**Saint Elizabeth Medical Center:** Lincoln, Nebraska; November, 1996 - March, 1997  
**Senior Health & Wellness Project Coordinator**

- Design, develop & implement initiative for senior program to roll out March 1997.
- Identify community health needs, develop programs in collaboration with other providers & services to maximize strategies & benefits; and write all associated policies and procedures.
- Develop Community Networks and partnerships

**Community Care of America:** Naples, Florida; Corporate Headquarters, Sept., 1992 - September, 1996

**Marketing Manager, Physician Partner Division;** December, 1995 - Sept., 1996

- Recruited nationwide physicians for affiliation with company-owned rural health clinics.
- Developed and implemented marketing programs and strategies.
- Established and maintained professional relations with outside consultants.
- Served as liaison to National Rural Health Association. Appointed as member of Governmental Affairs Committee, monitoring federal changes and legislation affecting health care.
- Reviewed all existing policies and procedures of rural health clinics and developed suggestions for revisions and staff development training programs.

**Director of Community Operations;** December, 1994 - December, 1995

- Administered eight long-term care facilities in three states.
- Developed and managed annual budgets.
- Conducted on-site visits, ensuring compliance with company standards and OBRA regulations.
- Responsible for recruiting, selection, and retention of 80-member management team.
- Held responsibility for P&L status, growth and contribution margins, risk management, census development and Medicare & Medicaid Utilization.
- Conducted in-services & training; produced training & marketing videos for the WE CARE program.
- Performed contract reviews and negotiated initial and renewable contracts.
- Rewrote organization's policies and procedures.
- Appointed as acting administrator on several occasions, holding second post in addition to daily responsibilities.

**Facility Administrator;** September, 1992 - December, 1994

- Ensured operational efficiency of Community Care of America at Waverly, Nebraska, a 51 -bed, skilled/long-term care facility and an Adult Care Program.
- Administered residents' rights, budget, staffing, compliance, risk management, public relations, marketing, labor relations, human resources, benefits, and EEOC/ADA/AA compliance programs.
- Directed facility's conversion to total computerized management
- Increased occupancy from 88% to 98-100% and maintained increased numbers throughout tenure.
- Increased contribution margins to twice the targeted goal
- Converted facility to 100% Medicare certified.

**County Commissioner, Lancaster County, Nebraska; 1987 - 1995**

- Elected to two terms. Administered \$72 million annual budget, supervised nine
- agency directors, and evaluated program performance and budget targets.
- Chaired Board developing, maintaining, and upgrading employee classification system and compensation plan.
- Established and maintained effective public relations; responded to constituent concerns and questions.
- Served as liaison between local government, various state agencies, private business, and the public.
- Conducted labor contract negotiations and grievance procedures.
- Chaired Joint Budget Committee, reviewing city and county agency allocations and expenditures.
- Interviewed and selected individuals for upper management positions.

**Real Estate Agent, CIP; Lincoln, Nebraska; 1987 - 1990**

- Commercial sales & leases.

**Crete School Board, Member & President for two terms, Crete, Nebraska; 1981 - 1987**

- Set Public Policy and provided administrative direction for a Class "B" school district.
- Developed annual budgets; served on curriculum development committee.
- Served as School Board representative throughout labor negotiations.

**Community Resource Developer, Grant Funded, NE Dept. of Social Services; Lincoln, NE; 1986 - 1987**

- Researched community family needs, organized community action team, created long- and short-term goals; and developed strategic action plan. Implemented action plan and made recommendations to legislature and state agencies for program changes and modifications.

**Nebraska Legislature - Senator Rex Haberman; 1984 -1985**

**Owner/Manager, Western Meter, Inc.; Lincoln, Nebraska; 1979 - 1984**

**Speech Pathologist; Lincoln, Nebraska; 1976 - 1982**

References Provided Upon Request